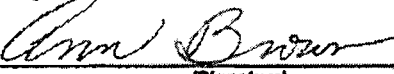
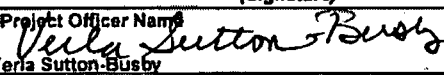
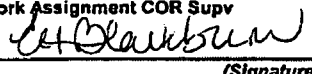
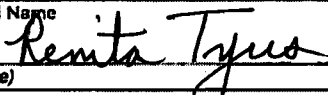
		United States Environmental Protection Agency Washington, DC 20460		Work Assignment Number 02-28	
Work Assignment		<input checked="" type="checkbox"/> Original <input type="checkbox"/> Amendment Number:		Title of Work Assignment Internal and External Communications Support for ORD	
Contract Number EP-C-08-010		Contract Period 12/01/10 - 11/30/2011 Option Period 2		Specify Section and Paragraph of Contract SOW 2.1, 2.2, 2.3, 2.4	
Contractor Scientific Consulting Group, Inc.		Purpose: <input checked="" type="checkbox"/> Work Assignment Initiation <input type="checkbox"/> Work Assignment Close-Out <input type="checkbox"/> Work Assignment Amendment <input type="checkbox"/> Incremental Funding <input type="checkbox"/> Work Plan Approval		Periods of Performance From: 12/1/10 To: 11/30/11	
Comments:					
<input type="checkbox"/> Superfund <input checked="" type="checkbox"/> Non-Superfund					
Accounting and Appropriations Data					
DC (Max 6)	Budget JEYS (Max 6)	Appropriation Code (Max 6)	Budget Org/Code	Program Element	Object Class
1					
2					
3					
4					
5					
Amount (Dollars) (Cents) Site/Project (Max 8) Cost Org/Code (Max 7)					
Authorized Work Assignment Ceiling					
Contract Period: 12/01/10 - 11/30/11		Cost/Fee		LOE	
Previously Approved					
This Action					
Total					
Work Plan / Cost Estimate Approvals					
Contractor WP Dated:		Cost/Fee:		LOE:	
Cumulative Approved:		Cost/Fee:		LOE:	
Work Assignment COR Name  (Signature)			Branch/Mail Code Phone Number Fax Number		
Project Officer Name  Verla Sutton-Busby (Signature)			Branch/Mail Code: ORD/ISS/8102R Phone Number (202) 564-6808 Fax Number (202) 565-2910		
Work Assignment COR Supv  (Signature)			Branch/Mail Code : Phone Number FAX Number		
Contracting Official Name  Renita Tyus (Signature)			Branch/Mail Code CPOD Phone Number (513) 487-2094 Fax Number (513) 487-2109		
Contractor Acknowledgment of Receipt and Approval of Workplan (Signature and Title)			Date		

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PERFORMANCE WORK STATEMENT

Contract Number: EP-C-08-010
The Scientific Consulting Group, Inc. (SCG)
Work Assignment No. 02-28

ISSUING OFFICE: U.S. Environmental Protection Agency, Office of Research and Development (ORD), IOAA

TITLE: Internal and External Communications Support for ORD

PERIOD OF PERFORMANCE: December 1, 2010 - November 30, 2011

WORK ASSIGNMENT COR: Ann Brown, IOAA, Office of Research and Development
4930 Page Road (E211L)
Research Triangle Park, NC 27711
919-541-7818
Brown.ann@epa.gov

PROJECT OFFICER COR: Verla Sutton-Busby, USEPA Headquarters
1200 Pennsylvania Avenue NW (Mail Code 8102R)
Washington, D.C. 20460
Tel. #: 202-564-6808 / Fax #: 202-565-2910
sutton-busby.verla@epa.gov

1. Background

The Office of Research and Development in EPA requires support in implementing its communications objectives to inform stakeholders of its research activities and results of science that can be used to address environmental decision making. Work to be performed and the products of these efforts will support ORD's strategic goals, helps to ensure that ORD's research results are communicated widely and provides transparency in ORD's science. Most fundamentally, communicating the results and impacts of ORD research supports a broad public understanding of the high quality science behind EPA's environmental policy decisions.

2. Purpose

The purpose of this Performance Work Statement (PWS) is to obtain communication support services for ORD. The work conducted will help ORD's Science Communication Team provide the products and services needed to communicate the nature and importance of EPA's scientific work in an effective and engaging manner.

3. Scope of Work

This PWS describes EPA's requirements regarding services to be rendered by the Contractor. Technical Directions will be issued by the EPA WA COR via e-mail when products or services are needed.

4. Task Descriptions

Task 1: The Contractor shall develop, write, produce, and edit communication products and materials, such as, but not limited to, fact sheets, feature stories, newsletters, articles, brochures, content for Web sites, exhibition materials, reports, and scripts for podcasts, and web-based videos. These materials shall be prepared for a broad, non-technical audience.

The Contractor shall use a journalistic writing style for all communications products so that text is understandable to an informed lay audience. Associated Press (AP) stylebook shall be used to guide writing style. Development of these materials shall require conducting interviews with technical staff to obtain information about a topic, obtaining background information on a topic, and translating the information into language that is at once accurate, engaging, and easily understood by audiences without scientific or technical training, including broad segments of the general public.

The Contractor shall produce:

- Two fact sheets a month (800 words each)
- Eight newsletter articles (800 words each) every two months, starting in January, for a total of 40 articles.
- Seven news articles for the 2010 Yearbook (800 words each), due by Dec. 30, 2010
- Fourteen news articles for the 2011 Yearbook (800 words each), due by Nov. 30, 2011
- Brochure copy for three brochures
- Web copy development and editing for two reports
- Monthly Web copy updates consisting of 1,000 words or less
- Other writing and editing assignments will be given on an as-needed basis
- One 2-3 minute video on innovative technology

Task 2: The Contractor shall develop social media products including podcasts and videos for use on the Web. These materials shall be prepared on an as-needed basis for a broad, non technical audience.

Task 3: The Contractor shall provide proofreading services that include but are not limited to reviewing copy for grammar, spelling and punctuation, sentence and paragraph progress, style and organizational structure for written products which include fact sheets and science features.

Task 4: The Contractor shall provide logistical and technical support for the planning and conducting of communications workshop for EPA staff and other meetings. The Contractor shall provide support for an upcoming Communications workshop tentatively scheduled for 2011.

5. Deliverables and Project Schedule – Work plan due within 15 calendar days after receipt of work assignment

- **Two fact sheets a month** (800 words each)
- **Eight newsletter articles** (800 words each), **due every two months, starting in January**, for a total of 40 articles
- **Seven news articles** for the 2010 Yearbook (800 words each), **due by Dec. 30, 2010**
- **Fourteen news articles** for the 2011 Yearbook (800 words each), **due by Nov. 30, 2011**
- **Brochure copy** for three brochures
- **Web copy** development and editing for two reports
- **Web copy updates** consisting of 1,000 words or less, **due monthly**
- **One 2-3 minute video** on innovative technology

All other deliverables associated with this PWS shall be determined via technical direction from the EPA WA COR at the time each product is requested.

6. Deliverable Acceptance Criteria

The criteria will depend on the type of deliverable, e.g., a report, a journal article, a data analysis, etc. For example, the report contains, at a minimum, for the following items: or the draft briefing is well organized, contains the appropriate content (as specified in the PWS), and is clear and easily readable in its presentation.

7. Management Controls

Periodic meetings between the EPA and contractor work assignment managers are encouraged to discuss any questions that may arise during performance or completion of this work assignment. At the EPA WA COR's discretion, these meetings may occur via teleconference or video conferences. The contractor shall document these meetings and submit copies of this correspondence to the EPA WA COR.

The EPA WA COR may identify one or more EPA technical representatives for this work assignment. Interaction between the contractor and any EPA technical representative(s) designated by the EPA WA COR is solely for the purpose of presenting and discussing the information, analyses, results, or presentations related to this work assignment. The interaction will be technical communication, not technical direction. Per the technical direction clause EPAAR 1552.237-71 of the contract, the EPA PO COR and the EPA WA COR or alternate EPA WA COR are the only representatives of the CO authorized to provide technical direction.